

OPERATION HELPS FARMER

Very Successful as Tried on Pacific Coast—Associations Proper.

San Francisco, Cal.—More than 100,000 farmers in California sell their products through cooperative marketing associations, according to statistics being gathered by attorneys for some of these organizations.

There are about twenty-five active associations, these figures show, which in some cases, control as high as 80 per cent of their particular crop and which range in activity from mere sales agencies to organizations that pack, distribute and advertise their products and even possess lumber mills to make their own box shooks.

The California Fruit Growers' Exchange, which marketed \$50,000,000 of the citrus fruits last year from the orchards of 11,000 members, handling 70 per cent of the California orange and lemon crop is the patriarch of the associations. It not only sells fruit marmalade and fruit juices as well, and through a subsidiary concern, handles box shooks and other packing materials.

Among the other associations, with the number of members their volume of business last year and the proportion of the total crop they controlled are: California Associated Raisin company, 10,000 members, \$23,000,000, 85 per cent;

California Prune and Apricot Growers, Inc., 10,000 members, \$12,000,000, 80 per cent; California Peach Growers Inc., 7,500 members, \$18,000,000 to \$12,000,000, 75 per cent; California Almond Growers Exchange, 7,575 members, \$5,000,000, 80 per cent.

The Central California Poultry producers, Inc., who sold \$3,000,000 dozen eggs last year claim to be the largest single concern in the United States handling poultry products and the second largest in the world, being surpassed only by a Danish cooperative concern.

Hog raisers have no association of their own, but a marketing association of the farm bureau of seven counties in the Sandoquin valley sold \$1,447,449 worth of hogs last year for the farm bureau members.

The growers of annual crops such as vegetables who can turn their land to other use without loss or delay are about the only ones who have not been successful in forming organizations, the statistics indicate, although bean and lima bean growers have been able

to support marketing associations. Potato and tomato growers' associations do not exist, although berry growers are organized and in central California have accomplished the feat of combining American and Japanese farmers in one concern.

Many of the organizations spend large amounts in advertising. The raisin company spent \$450,000 last year, the prune and apricot growers \$500,000, the walnut association \$150,000, while 22 per cent of the annual citrus crop return is devoted to advertising and one per cent a pound of the almond exchange receipts go for the same purpose.

The value of vineyards, according to a statement from the raisin company, has increased from \$300 an acre in 1912 to \$1,000 an acre in 1920. Prune growers report an advance from \$500 to \$750 an acre for orchards in 1917 to 1920 price of from \$2,000 to \$4,000 an acre. Other associations make similar claims.

All the news all the time—The Argus.

Sore Throat or Mouth

You should keep the throat and mouth clean and healthy. Any disease that attacks the canal through which must pass the food we eat, the beverages we drink and the very air we breathe is a serious matter. Why neglect Sore Throat or Sore Mouth when TONSILINE makes it so easy for you to get relief?

TONSILINE is specially prepared for that one purpose. TONSILINE does its full duty—you can depend upon it. Keep a bottle in the house—where you can get it quickly when needed. 25c and 50c. Hospital Size, \$1.00. Your druggist sells TONSILINE.



A Sale Of Winter Coats

—And When They Are Most Needed. Take Advantage of this Offer for Saturday.

Smart and tailored models offered at prices that only a store such as Gately's, backed by a tremendous buying power, can offer. Plain and fur trimmed models, all the popular material at

\$16.50 \$22.50 \$35.75 and up to \$125

Plush Coats

Short Plush Coats, Plain and Fur Trimmed Models

\$39.75 to \$125.00

33 1/3 Off

Ladies Suits

For Saturday Take 1-3 Off the Marked Price.



Men! Get into a Gately

Suit and Overcoat

Our values are unsurpassed in clothes for men. Many snappy and conservative models to choose from. All priced the Gately Way.

Overcoats

\$45.00 to \$65.00

Conservative Models

\$22.50 to \$35.00

Winter Suits

\$45.00 to \$65.00

Conservative Models

\$25.00 to \$35.00



Open a Charge Account

You need not pay all in 30 days. Strictly one price, cash or charge. The Gately charge account is a practical service and will help to simplify the problem of expenditure.

THE STORE WHERE COURTESY MAKES SHOPPING A PLEASURE

GATELY'S

307-309 Twentieth St.,
Rock Island, Ill.

Franc's Saturday Special

Genuine Leather Rockers

in Several Different Styles as Illustrated

\$37.50

THE story back of this great sale is one of the most spectacular merchandising events in the history of the Furniture business.

The S. A. Cook Co., of Medina, N. Y., one of the largest upholstering firms in America, exhibited these rockers at the July Furniture Exposition. All of the managers of the Association, with which this Store is affiliated, attended the exposition, and the S. A. Cook Co. was asked to give us a price on two thousand of these rockers.

At no time in the history of the furniture business was an order of this size ever given to any manufacturer. The telegraph wires were kept busy for two days while the costs were being figured and finally the definite order was placed at a price enabling us to sell these genuine Leather Rockers far below the regular retail prices.

Today, in twenty-two cities, these rockers are being offered at this amazingly low price, furnishing proof of what our tremendous buying power means to our customers.

Every One of These Rockers is Worth Over \$55.00

If you have priced genuine leather rockers recently you'll appreciate that the above statement is a very conservative estimate of their actual value.

An opportunity such as this comes only once in a great while and must be taken advantage of at once if you are to profit by it. We want as many people as possible to share in this sale and will not sell more than two to a customer.

They Have Coil Springs in Seat and Back

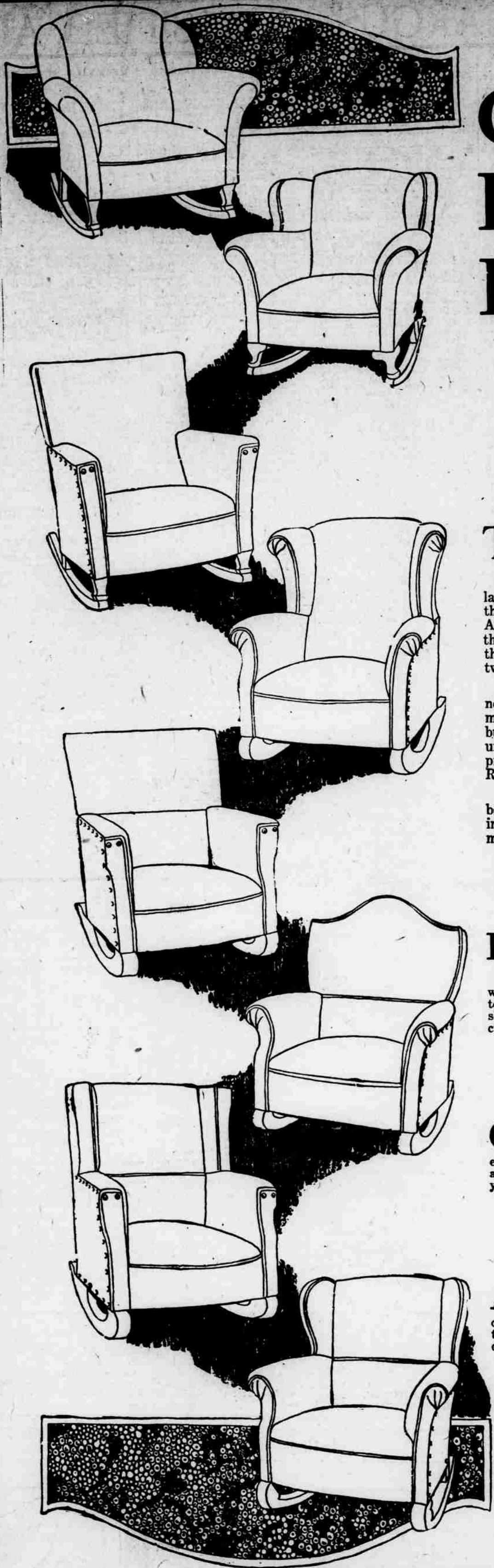
COOK ROCKERS are famed for their comfort. They are deeply upholstered over resilient coil springs, placed on a frame that is shaped to give the greatest amount of comfort to the body. They are extra wide and deep. In fact, these rockers are identical with those you will find in the famous clubs of America.

Convenient Credit Terms

\$3.50 Cash, \$1.00 per Week

As stated before, we want as many people as possible to profit by this unprecedented sale, and you need not pass up this opportunity for lack of ready cash. We will gladly extend the most convenient credit terms, for that is a service which we believe in rendering our customers.

Remember, these rockers go on sale tomorrow at 8 a. m. It is impossible to determine in advance just how long they will last and we suggest that you make your selection as early in the day as possible. If you wish to select one of these rockers for a Christmas gift we will put one away for you and deliver it Xmas Eve.



One Price-Plain Figures
FRANC'S
Everything for the Well Furnished Home—On Convenient Payments
107-109 West Second St., Davenport. Phone Davenport 527.

All the News All the Time--The Argus